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Food and Home Notes

UNITED STATES DEPARTMENT OF AGRICULTURE · WASHINGTON, D.C. 20250

35TH YEAR

AUGUST 7, 1978



Health

Food

Abroad

The U.S. Department of Agriculture has scheduled its first series of dietetic and health food shows for late September and early October. The shows, to be held in Zurich and Stockholm respectively, are designed to introduce U.S. products to importers and generate sales for 16 participating American manufacturers.

In 1977, U.S. agricultural product sales in Switzerland totaled a record \$240 million, in Sweden, \$94 million worth was sold--but only a small portion of that revenue resulted from dietetic products. Currently, about 70 to 80 percent of the health foods sold in Sweden are imported--mainly from Germany and Switzerland.

This trade show will determine a product's suitability to go into the foreign market. The Foreign Agricultural Service operates a label clearance program for a minimum fee of \$5 per label for each country. Taste testing and test marketing in the proposed foreign markets will also be arranged.

On Comparing Diets

How does the Soviet diet compare with our diet here in America? Americans eat more eggs, meat, sugar, vegetable oil, fruits and vegetables than the Soviets. But, the Russians top Americans in fish, milk and milk products, potatoes and grain consumption, according to U.S. Department of Agriculture statistics.

Since World War II, the Russian diet has experienced a marked decrease in carbohydrates, such as potatoes and grain, and an increase in all other foods. In 1950, the



average Soviet ate over 530 pounds of potatoes and nearly 380 pounds of grain per year. But, by 1976, that amount had been cut to 262 pounds of potatoes and 313 pounds of grain.

Animal products have become much more important in the Soviet national diet. The average fish and meat consumption in 1950 was 15 and 57 pounds per-capita respectively. In 1976 the per-capita intake of these same products was 41 and 121 pounds respectively.

Americans spent over five times as much for snacks in 1977 as they did in 1954--from \$15 billion to nearly \$77 billion, according to a USDA report.

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FOOD CLIPS

Remember to put a drip pan under the roast to catch drippings when cooking over coals to prevent excessive smoke. Inserting a meat thermometer into the center of the roast is the best way to determine the "doneness" of your meat, say U.S. Department of Agriculture home economists.

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Cooking time varies with the intensity of heat produced. This means a roast cooked on an outdoor rotisserie may require a longer time to cook on a breezy day than on a sultry day.

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When coals become covered with a fine gray ash, spread them about an inch apart for adequate heat distribution. No two coals should touch. A fire should be prepared 30 to 45 minutes before you begin cooking in order to have the coals at the right temperature.

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It is important to wash vegetables thoroughly before cooking. Use plenty of water for leafy greens. Then, lift them from the water to let the sand and grit settle.

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If you are preparing kale, be sure to remove the woody midribs from the leaves: there is little loss of nutritive value and the kale will taste better.

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When cooking vegetables, use just enough water to prevent them from scorching or burning.

ABOUT YOU 'N' ME

Julie Bender, home economics editor in North Carolina, has just released a 16-page publication titled "Hand-made Toys" for sale only.....Norma Simpson, radio communications director at the University of Wisconsin, left in July for a 2-year assignment in Nigeria. Her assistant, Joan Balch-Weber, also left the University. She'll become feature editor of the Monroe Times, a Wisconsin daily.....World Association of Women Journalists and Writers will meet in Seoul, Korea, Sept. 4-10, 1978.....The premier issue of Farm and Ranch Living magazine ran the first of a series on "Men Who Run the Range"---all about men who love to cook.

FREE PUBLICATIONS

While supply lasts, free, single copies of the following booklets are available from the Publications Office, GPA, U.S. Department of Agriculture, Washington, D.C. 20250.

- "How to Buy Beef Roasts," Home and Garden Bulletin #146
- "How to Buy Beef Steaks," Home and Garden Bulletin #145
- "How to Buy Canned and Frozen Fruits," Home and Garden Bulletin #191
- "How to Buy Canned and Frozen Vegetables," Home and Garden Bulletin #167

County Extension Staffers

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